

# STATEMENT OF SCOPE

## Department of Agriculture, Trade and Consumer Protection (DATCP)

Rule No.: Ch. ATCP 141, Wis. Adm. Code (Existing)

Relating to: The Cherry Marketing Order

### 1. Description of the objective of the rule:

This proposed rule would eliminate the Cherry Board election districts so that all board members are elected at large and reduce the number of board members from 7 to 5 to improve representation of cherry producers and more effectively achieve the purposes of Ch. 96, Stats.

### 2. Description of existing policies relevant to the rule and of new policies proposed to be included in the rule and an analysis of policy alternatives; the history, background and justification for the proposed rule:

History and background. The Cherry Marketing Order that currently exists provides for two election districts with 3 board members representing each district and one board member elected at large. Over the years the number of cherry producers has decreased to 33 producers and the distribution of producers has become concentrated primarily in what was the northern of the 2 districts.

Proposed policies. At the request of the Cherry Marketing Board, DATCP will explore changing the manner of representation to all at large representatives and a reduction of the number of representatives from 7 to 5 in order to achieve more equitable and effective representation for cherry producers. Any amendment to the marketing order must be approved at a referendum of the growers.

Policy Alternatives. Leave the current rule as it is with the same board membership and election districts and thereby fail to achieve more effective and more equitable representation for cherry growers.

### 3. Statutory authority for the rule (including the statutory citation and language):

Sections 93.07 (1) and 96.15, Stats.

**93.07 Department duties.** It shall be the duty of the department:

(1) REGULATIONS. To make and enforce such regulations, not inconsistent with law, as it may deem necessary for the exercise and discharge of all the powers and duties of the department, and to adopt such measures and make such regulations as are necessary and proper for the enforcement by the state of chs. 93 to 100.

**96.15 Rules.** The secretary may, in consultation with the appropriate marketing board or council, issue such rules as necessary to facilitate the administration and enforcement of this chapter.

**4. Estimate of the amount of time that state employees will spend to develop the rule and of other resources necessary to develop the rule:**

DATCP estimates that it will use approximately 0.20 FTE staff to develop this rule. That includes time required for investigation and analysis, rule drafting, preparing related documents, coordinating advisory committee meetings, holding public hearings and communicating with affected persons and groups. DATCP will use existing staff to develop this rule.

**5. Description of all entities that may be impacted by the rule:**

This rule would affect cherry growers. The proposed rule would alter the manner of representation of cherry growers on the Cherry Marketing Board to achieve more effective and equitable representation. Any amendment to the marketing order including a proposal to alter the method of representation must be approved at referendum by a majority of all Wisconsin cherry growers.

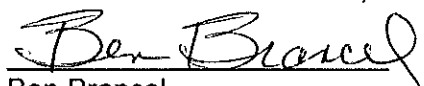
**6. Summary and preliminary comparison of any existing or proposed federal regulation that is intended to address the activities to be regulated by the rule:**

There is a federal cherry marketing order program. The federal cherry marketing order program serves to promote orderly and efficient marketing of cherries in the United States. The state and federal programs are complementary and the state program works in close coordination with the federal program. The Department is not aware of any proposals pending to alter the federal cherry marketing program.

**7. Anticipated economic impact**

DATCP expects the proposed rule to have no economic impact statewide and locally.

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Ben Brancel

Secretary

Department of Agriculture, Trade and Consumer Protection

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